SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW

LEGEND TAKES TIME
BURN SLOW
Dutch Masters
SINCE 1912

LIFE IS FAST. FAST MONEY. FAST FAME.

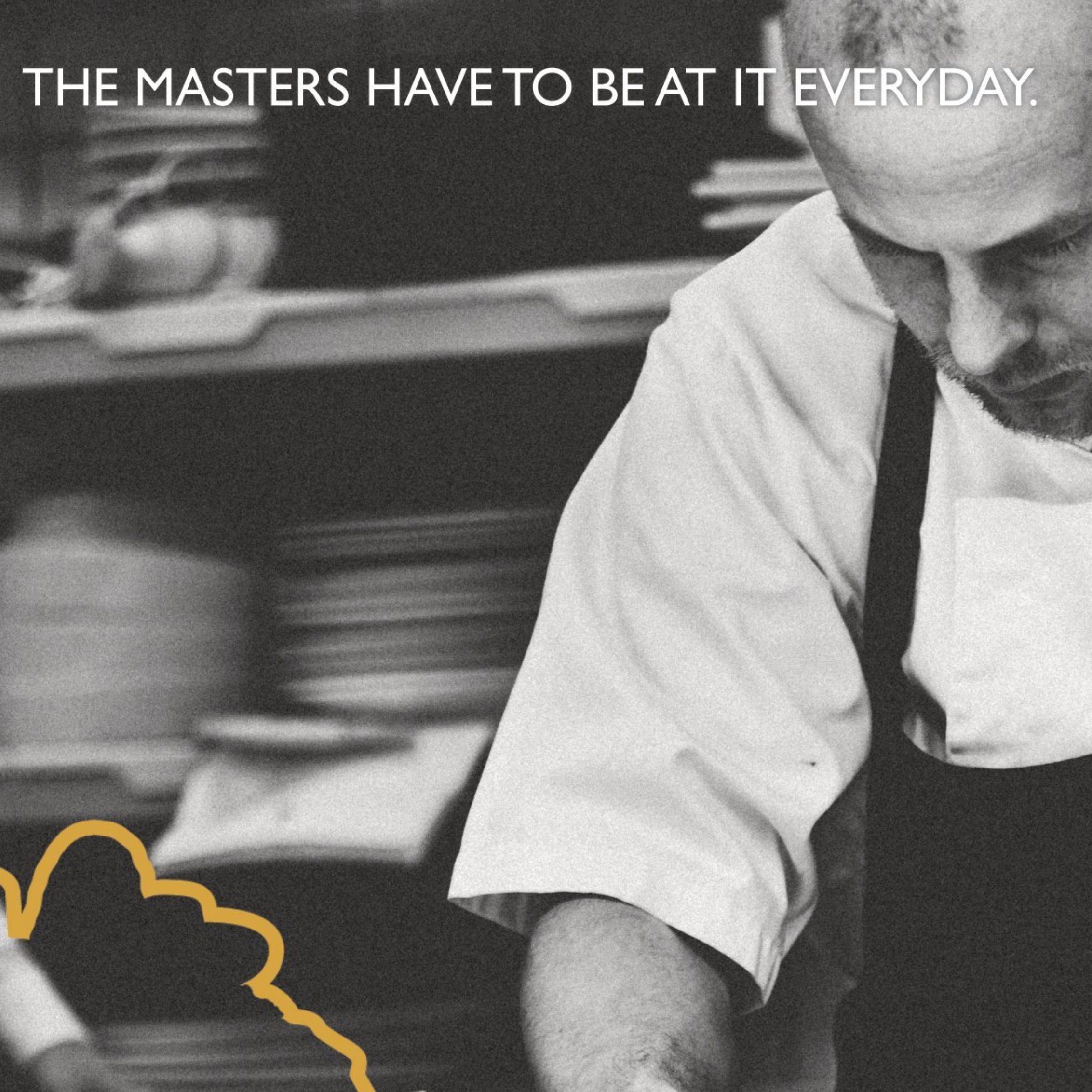
HYPE GETS CONFUSED WITH SUCCESS.

SUCCESS IS CONFUSED WITH MASTERY.

AND MASTERY - WHERE DID THAT GO?

....WE LIFE BY A DIFFERENT CODE.

CRAFT TAKES TIME.


THE MASTERS HAVE TO BE AT IT EVERYDAY.

DOING EVERY REP. MAKING EVERY MOVE.

BECAUSE THE WORK ISN'T HOW YOU MAKE

YOUR MARK. THE WORK IS YOUR MARK.

YOU EARN YOUR PLACE. YOU EARN YOUR

RESPECT. YOU EARN YOUR NAME.

LIFE IS FAST, BUT LEGEND TAKES TIME.

DUTCH MASTERS. BURN SLOW.

SINCE 1912

Everything you ♥ about NY...

"...Started in the minds of
the Dutch Masters"

New York owes a debt of gratitude to its founders, the Dutch Masters, who instilled the diverse values and cosmopolitan appetites its citizens enjoy today.

De staalmeesters, as they were known in Dutch, were the original appraisers of fabric and style, and their unassailable expertise formed the bedrock for New York City's place in high fashion.

1600 –

The guilds they formed celebrated the artisan over the journeyman, giving homes to proprietary merchants and master craftsmen alike.

They were guilds of mercers, wine merchants, goldsmiths, painters and other in-demand tradesmen. Indeed, they were originators of the "brand."

Around their guilds, commerce flourished; industries arose from the demand they created and they became revered figures in the trade of luxury goods.

– 1800

G.H. Johnson Cigar Company was the original producer of the Dutch Masters cigar brand, a mainstay of the industry's premier purveyor, the Consolidated Cigar Corporation.

Over time, Dutch Masters evolved into the quintessential casual cigar, and its availability and accessibility positioned it as the go-to smoke for tastemakers at all levels.

1900 –

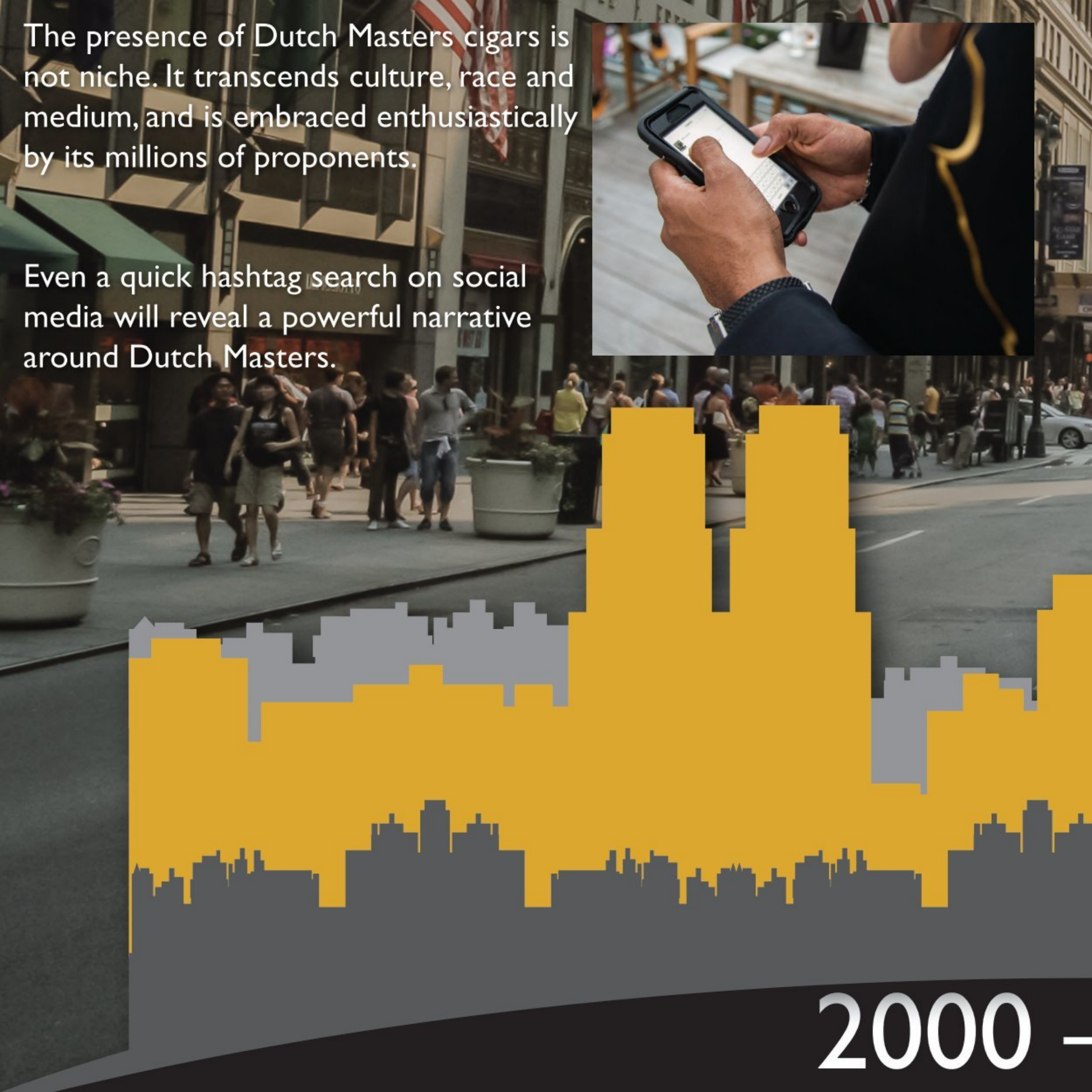
Its natural kinship with the world of Hip Hop has cemented it in its lore; it's referenced in lyrics, is a staple in videos, and is ever-present on the frontlines of the art.

The rapper and the Dutch are a symbiotic relationship. It's a crucial accoutrement that communicates a well-entrenched lifestyle.

– 2000

The presence of Dutch Masters cigars is not niche. It transcends culture, race and medium, and is embraced enthusiastically by its millions of proponents.

Even a quick hashtag search on social media will reveal a powerful narrative around Dutch Masters.



Dutch Masters cigars have become essential. They are ingrained in the cultures they represent, but also inclusive of those on its periphery.

Its omnipresence makes it always an option for the curious, and rewarding for the adventurous.

Consistent packaging updates keep Dutch Masters in the now, but also wholly recognizable — a durable homage to the selectors of its namesake.

– 2017

Through their dauntless pursuits of nothing less than perfect, the Dutch Masters created the New York City mindset.

COGNAC X.O
NATURAL
CONNECTICUT
LEAF WRAPPER
DE LUXE
NATURAL
CONNECTICUT
LEAF WRAPPER
SWEET GREEN
NATURAL
CANDELA
LEAF WRAPPER
WHITEGRAPE
NATURAL
CANDELA
LEAF WRAPPER
CREMA DOLCE
FIRE CASK
FRESH LOC
GENERAL WARNING:
We created cigars that push that legacy forward.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
PALMA
NATURAL CONNECTICUT LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC® PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters
CRAFTED TO BURN SLOW
SWEET
NATURAL CONNECTICUT LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
SWEET GREEN
NATURAL CANDELA LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC® PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
HONEYCOMB
NATURAL INDONESIAN LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC® PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
GREEN
NATURAL CANDELA LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
DE LUXE
NATURAL CONNECTICUT LEAF WRAPPER
FRESH LOC® PREMIUM SEAL
3 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
CREMA DOLCE
NATURAL JAVA LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC® PREMIUM SEAL
SURGEON GENERAL WARNING: Cigar Smoking Can Cause Cancers Of The Mouth And Throat, Even If You Do Not Inhale.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
COGNAC X.O
NATURAL CONNECTICUT LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC® PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.
TURNING
USE X-WALKS

THRU
OBEY THIS
SIGNAL
TAXI

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
CHOCOLATE
NATURAL
MADURO
LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC PREMIUM SEAL
SURGEON GENERAL WARNING:
Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
FIRE CASK
NATURAL BESUKI LEAF WRAPPER
FRESH LOC® PREMIUM SEAL
3 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING: Cigar Smoking Can Cause Cancers Of The Mouth And Throat, Even If You Do Not Inhale.

LOVE

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
WINE
NATURAL CONNECTICUT LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC® PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

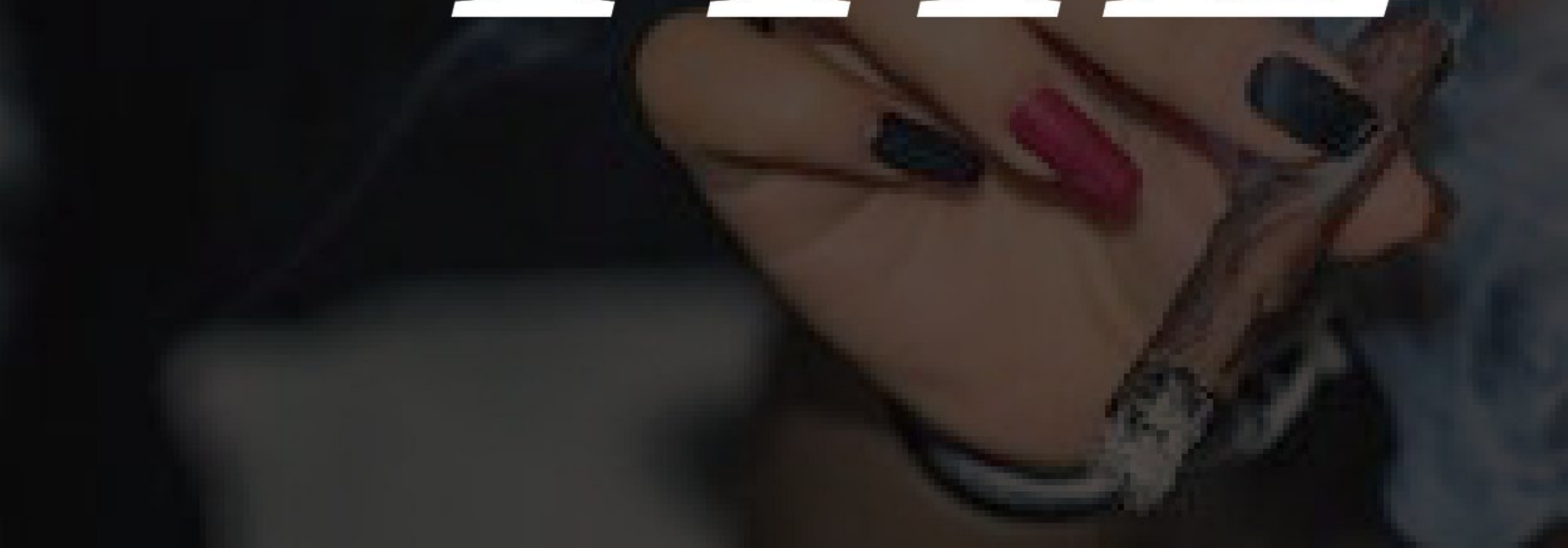
3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters
CRAFTED TO BURN SLOW
WHITEGRAPE
NATURAL CANDELA LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.
NATURAL HISTORY MUSEUM
HOLLYWOOD

The Silk Road
The Silk Road
The Silk Road
Highland Av
Dolby Theatre
DO NOT BLOCK INTERSECTION
ROAD WORK AHEAD
M 780
LAPD
CAMBIAS SALOON
PUBLIC PARKING
PARK LOCK WALK

Sixth St
McDowell St

3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters®
CRAFTED TO BURN SLOW
RED BERRY
NATURAL SUMATRA LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC® PREMIUM SEAL
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

PASS THE



NATURAL LEAF WRAPPER

Dutch®

BY DUTCH MASTERS®

SAVE MORE WITH 2
SLOW BURN
NATURAL LEAF
Dutch
BY DUTCH MASTERS
RUM FUSION
SPICY
2 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING: Cigar Smoking Can Cause Lung Cancer And Heart Disease.

SAVE MORE WITH 2
SLOW BURN
NATURAL LEAF
Dutch
BY DUTCH MASTERS
MINT FUSION
CRISP
2 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING: Cigar Smoking Can Cause Lung Cancer And Heart Disease.

2 FOR 99¢
SLOW BURN
NATURAL LEAF
Dutch
BY DUTCH MASTERS
HONEY FUSION
GOLDEN
2 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING: Cigar Smoking Can Cause Lung Cancer And Heart Disease.

WITH 2
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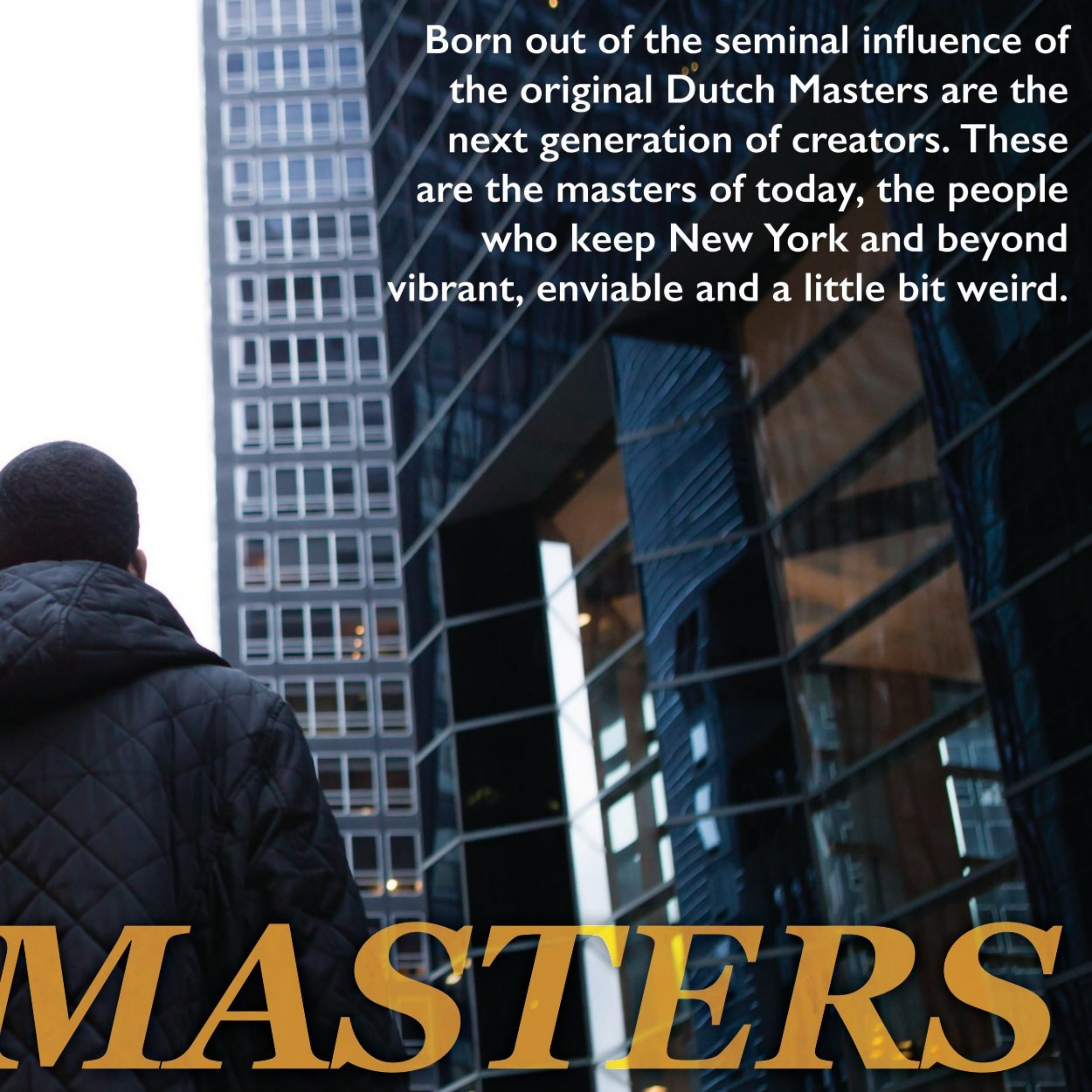
tch
H MASTERS
FUSION
URST
EMIUM
ARILLOS
ENERAL
Cigar
n Cause Lung
Heart Disease.

2 FOR 99¢
SLOW BURN
NATURAL LEAF
Dutch
BY DUTCH MASTERS
IRISH FUSION
CREAMY
2 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING: Cigar Smoking Can Cause Lung Cancer And Heart Disease.

2 FOR 99¢
SLOW BURN
NATURAL LEAF
Dutch
BY DUTCH MASTERS
ATOMIC FUSION
FIRE
2 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING: Cigar Smoking Can Cause Lung Cancer And Heart Disease.

SAVE MORE WITH 2
SLOW BURN
NATURAL LEAF
Dutch
BY DUTCH MASTERS
JAVA FUSION
DELUXE
2 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING: Cigar Smoking Can Cause Lung Cancer And Heart Disease.

TODAY'S



Born out of the seminal influence of the original Dutch Masters are the next generation of creators. These are the masters of today, the people who keep New York and beyond vibrant, enviable and a little bit weird.

MASTERS

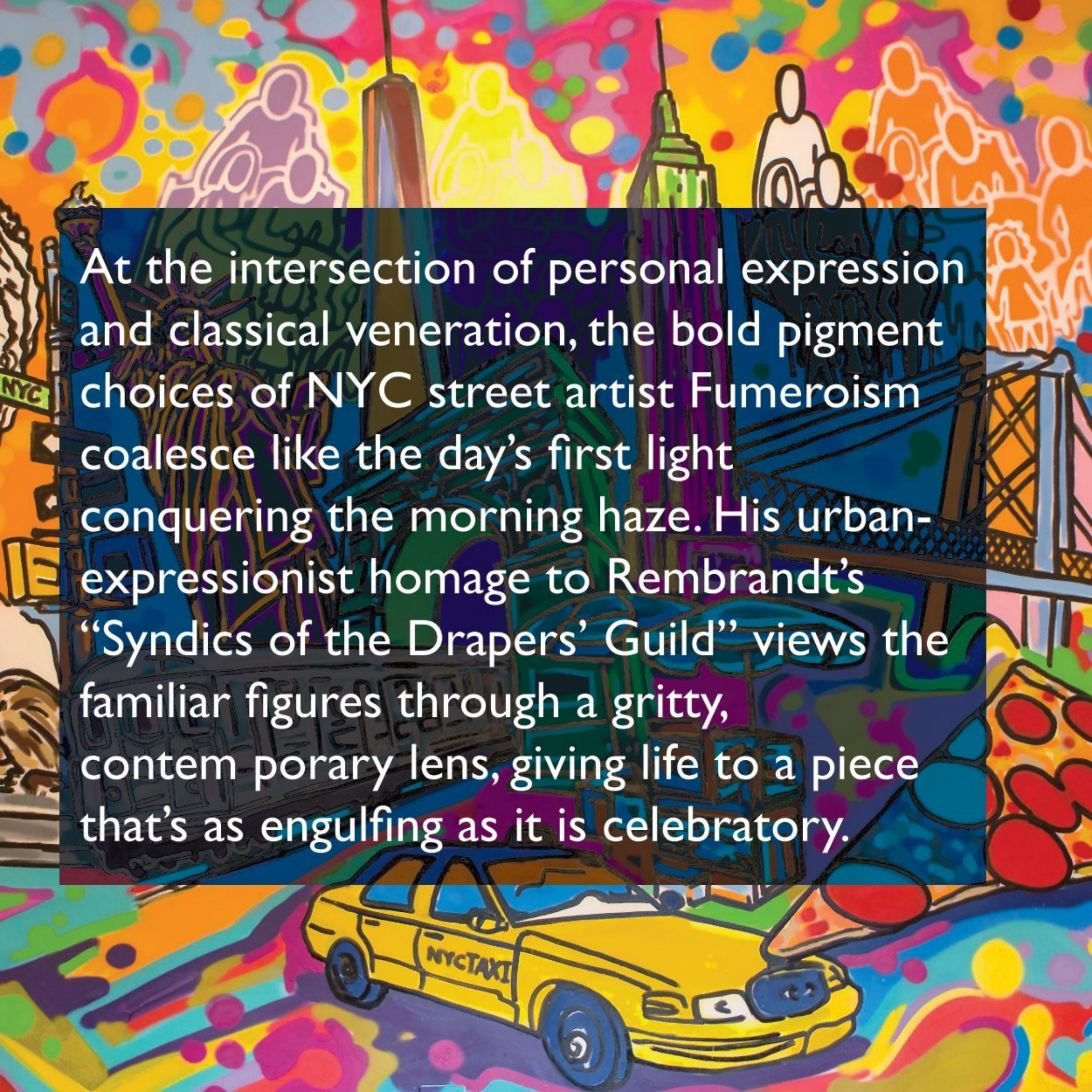
NEW

NEW YORK

"Keep pushing. Eventually you will break through."

"Real masters take time to consider even the smallest details."

"The things you want don't happen overnight. They only come when you put in the work."



At the intersection of personal expression and classical veneration, the bold pigment choices of NYC street artist Fumeroism coalesce like the day's first light conquering the morning haze. His urban-expressionist homage to Rembrandt's "Syndics of the Drapers' Guild" views the familiar figures through a gritty, contem porary lens, giving life to a piece that's as engulfing as it is celebratory.

FUMEROISM

LYFE.

MIAMI

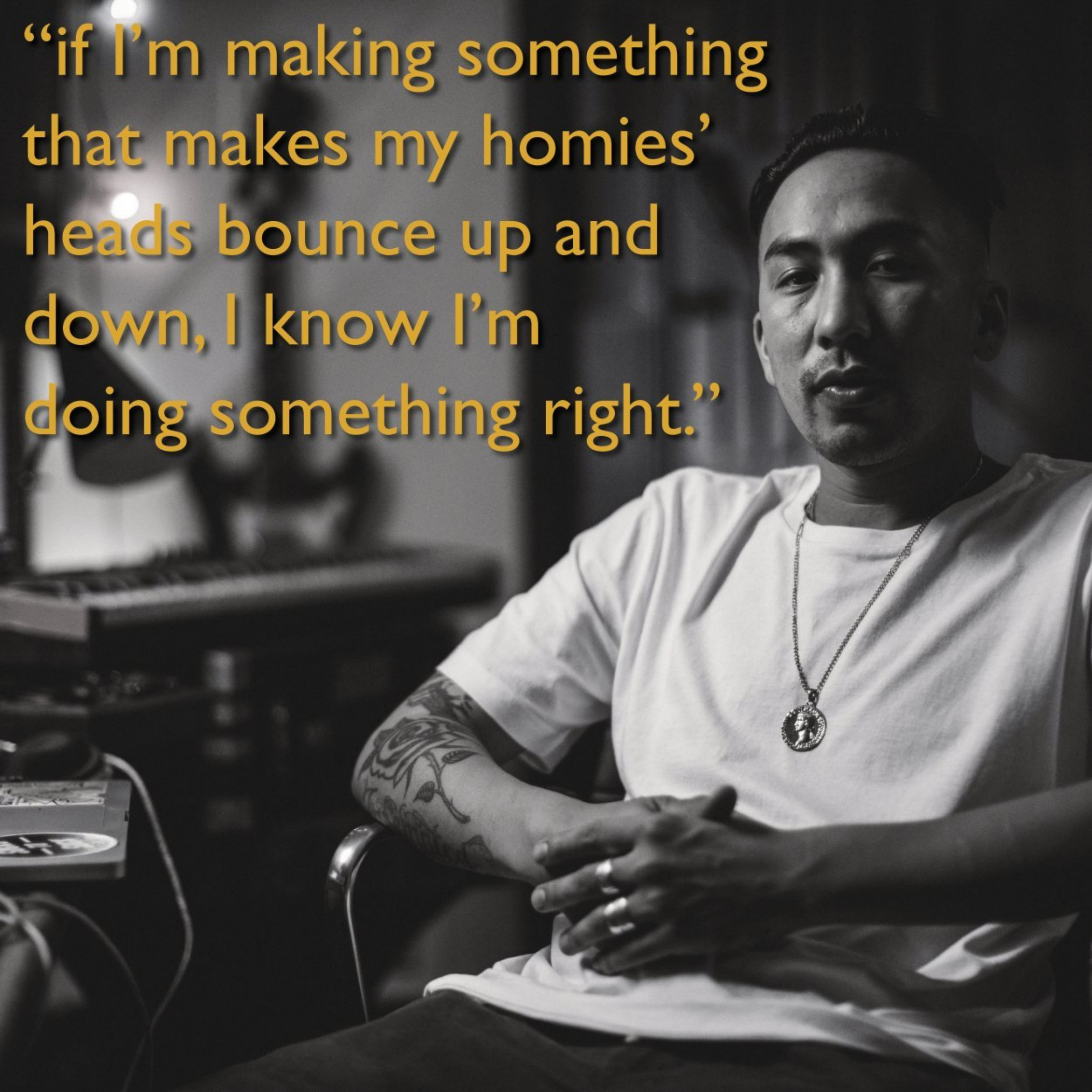
"The Final product
is all that matters."

"I was nothing special. I was just determined to do the things I wanted to do."

"I design clothes that I want to wear. If I won't wear it, I'm not going to put it out."

LOS
AN

GELES



"if I'm making something that makes my homies' heads bounce up and down, I know I'm doing something right."

"If other people's reaction is dope, you have done the hard part."

LOS
AN
Chef Bold
Mark Us Bold

CLA15
A CLEAN APPROACH TO SOUL FOOD
GETTING

"Craftsmanship means whatever you are doing, you are to the best of your ability."

Chef Bold

"Don't let anyone
tell you what you can't do."

LIVE WITHOUT
HANG-UPS.

Thee Do House

Dutch

Dutch
Dutch
Dutch

A
3 CIGARS FOR PRICE OF 2
SINCE 1912
Dutch Masters
CRAFTED TO BURN SLOW
WHITEGRAPE
NATURAL CANDELA LEAF WRAPPER
FRESH LOC PREMIUM SEAL
3 PREMIUM CIGARILLOS
SURGEON GENERAL WARNING:
Tobacco Smoke Increases The

3 CIGARS FOR PRICE OF 2
Dutch Masters
CRAFTED TO BURN SLOW
PALMA
NATURAL CONNECTICUT LEAF WRAPPER
TRU
FA
FAM

Dutch
IRON MAIDEN

Masters
Caption
#BurnSlow
OK
#burnslow
#burnslow
#burnslowstudios
#burnslowphotography

BURN
SLOW
Dutch
Masters

Dutch Masters

DEATH ROW
RECORDS
3 PRICE OF 2
Dutch Masters
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SINCE 1912
Dutch Masters
CRAFTED TO BURN SLOW
PALMA
NATURAL
CONNECTICUT
LEAF WRAPPER
3 PREMIUM CIGARILLOS
FRESH LOC
PREMIUM SEAL
SURGEON GENERAL WARNING:
Tobacco Use Increases The Risk
Of Infertility, Stillbirth, And
Low Birth Weight.

THE ULTIMATE ALLSTAR CELEBRITY
BURN SLOW
Dutch Masters
THE ULTIMATE ALLSTAR CELEBRITY
EXPERIENCE
LIL WAYNE FLOYD MAYWEATHER JR. FABOLOUS JUVENILE
ANGELA YEE DJ ENVY DJ SELF TYRANN MATHIEU MANNIE FRESH
FEBRUARY 16TH - 19TH
MASQUERADE
GAMBLING PROBLEM? CALL 1-800-522-4700.
BURN SLOW
Dutch Masters

BURN
SLOW
Dutch Masters
SINCE 1912

BURN
Dutch
Masters

Dutch
Masters

armeniandivaa
5:43 PM
NO ASSISTANCE,
JUST PERSISTENCE
BURN
SLOW
Dutch
Masters
armeniandivaa Dutch Masters #burnslow
BURN SLOW
Dutch
Masters

LEGEND TAKES TIME

DUTCH MASTERS MAKE THE HIP-HOP WORLD GO ‘ROUND.

912
tch
sters
ED TO BURN SLOW

Jadakiss '01

"STILL MAKE HER HOP OUT AND COP ME A DUTCH, A VANILLA ONE"

Nas '02

"AND I DON'T NEED MUCH BUT A DUTCH"

CROWN
HEIGHTS

Missy Elliot '03

"PASS THAT
DUTCH (AH),
PASS THAT
DUTCH (OOH)"

The Notorious B.I.G. '05

"LACE DUTCH MASTERS, WE DUMP ASHES, ON MODELS AND S CLASSES"

Wiz Khalifa '06

"ALL I NEED'S A BEAT, PEN AND PAD AND A DUTCH FLAME"

Wu-Tang Clan '11

"SPLIT YOUR FACE LIKE A DUTCH MASTER NO MORE MIXES, IT'S POLAR BEARS FROM ALASKA"

Ghostface Killah '12

"SHORTY, GIVE ME A GINGER ALE AND DUTCH MASTERS"

CRAFT SY

BY Dutch

We believe in the power of creativity among likeminded people working towards a common goal. The camaraderie and spirit of entrepreneurism that fuels collaboration is vital to communities everywhere.

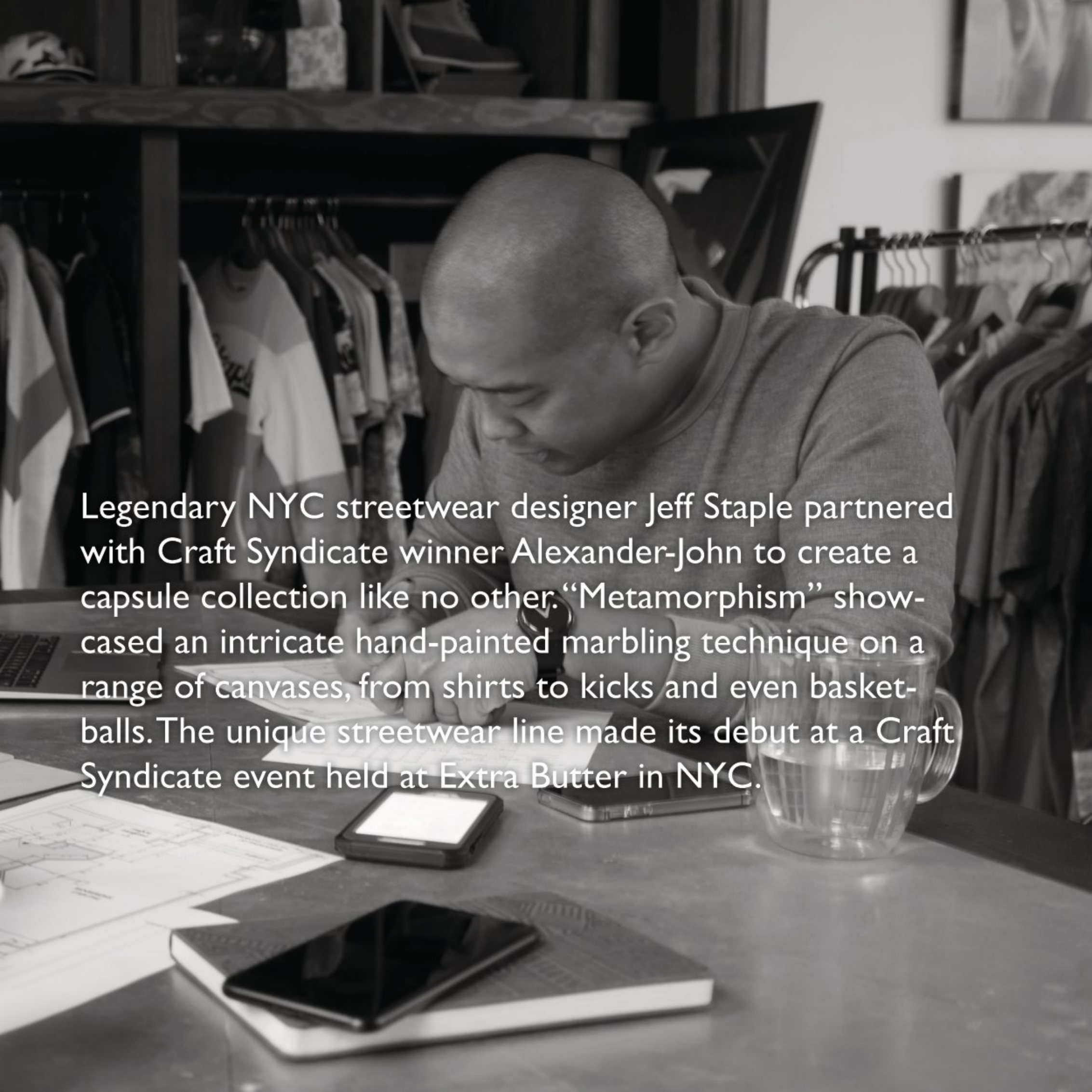
YNDICATE

Masters

AND WHY IT MATTERS

That's why we created Craft Syndicate, an initiative that pairs aspiring masters from the worlds of music, fashion, art/design and film with established entrepreneurs, and tasks them with co-developing a new product together.

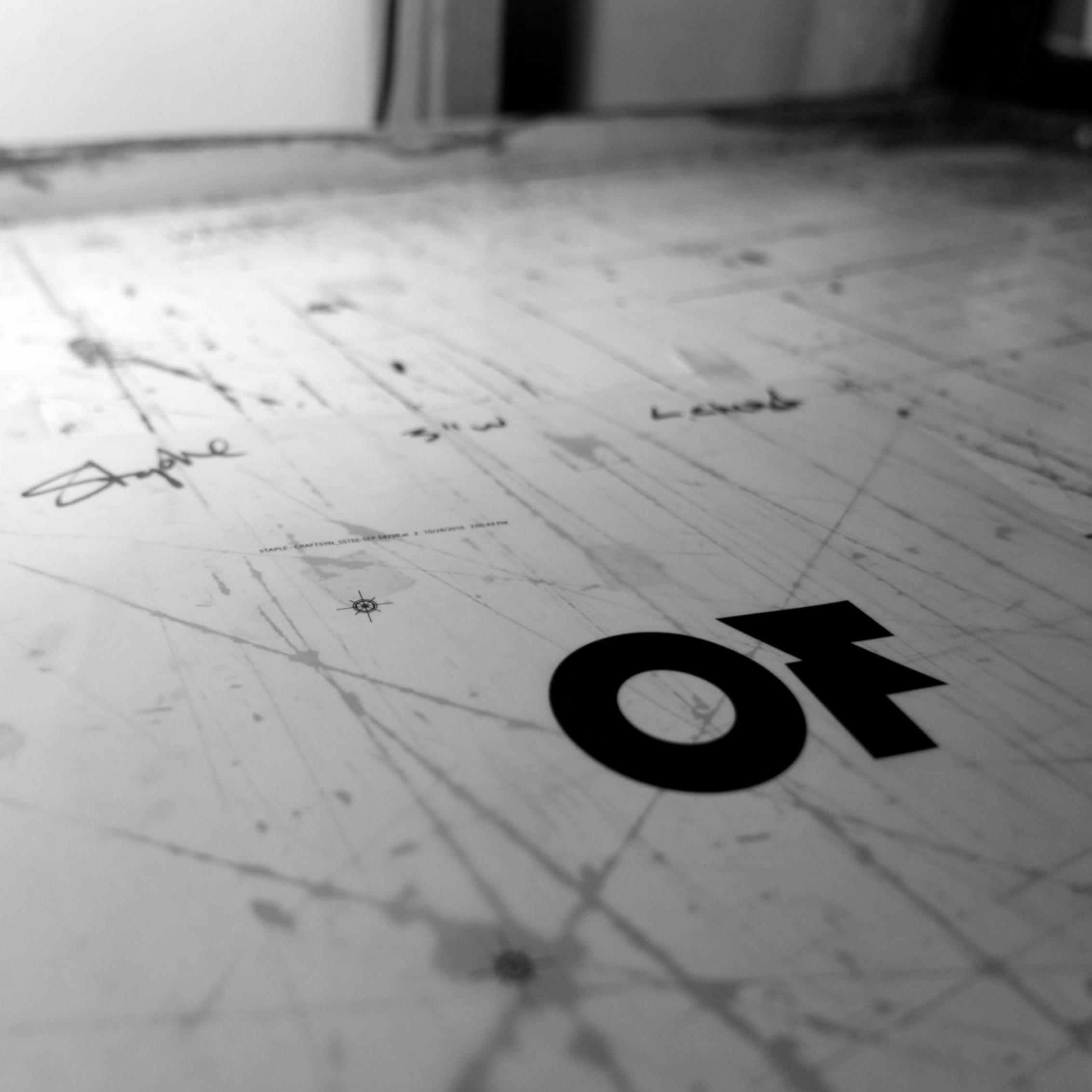
INTRODUCING
METAMORPHISM
A CRAFT SYNDICATE STREETWEAR COLLECTION
STAPLE
ALEXANDER-JOHN



Legendary NYC streetwear designer Jeff Staple partnered with Craft Syndicate winner Alexander-John to create a capsule collection like no other. "Metamorphism" showcased an intricate hand-painted marbling technique on a range of canvases, from shirts to kicks and even basketballs. The unique streetwear line made its debut at a Craft Syndicate event held at Extra Butter in NYC.

de·luxe

10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BRIAN
Wood

OFLUXURY
199-C
7465-Y

Dutch
Masters

"WHEN IT WORKS, ITS NOT WORK."

LEGEND TAKES TIME